



TOWN OF KITTERY

ECONOMIC DEVELOPMENT COMMITTEE

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February 27, 2014, 4:00 p.m.

Regular Committee Meeting
Agenda

Conference Room A

1. **Call to Order**
2. **Roll Call**
3. **Agenda Amendment/Adoption**
4. **Acceptance of Previous Minutes (02-11-14)**
5. **All items involving visitors / requested officials**
6. **Committee Reports**
Communications from the Chairman
Rep Reports (None)
7. **Unfinished Business**
 - a. Planning Board – Town Council – Other Workshop discussion
 - b. EDC website review / Town website interrelationship discussion/conclusions – Rep Assignment
 - c. Advisory Working Groups discussion - Rep Assignment
8. **New Business**
 - a. Tax Increment Financing (TIF) District status; funds update – Mylroie
 - b. TIF District 4 / Business Improvement District (BID) discussion – Rep Assignment
 - c. School Budget Volunteer-Mentor Coordinator Position discussion – Rep Assignment
 - d. Economic Development Corporation discussion – Rep Assignment
 - e. Foreside Crossing discussion – Rep Assignment
 - f. Public, Education, Government TV discussion – Rep Assignment
 - g. Business Park and Kittery Energy Co-Generation Facility discussion – Rep Assignment
 - h. Other Activities discussion
Membership and Organization
Economic Development Plan for Now and Kittery 2020
Naval / Maritime Museum
Economic Development Management
 - i. FY 15 Budget Discussion - Mylroie
9. **Committee Member Issues or Comments**
10. **Meeting Schedule & Adjournment**

Posted: TBD

Meeting Action Materials:

1. KEDC Un-Approved Minutes - 02-11-14 (*enclosed*)
2. KEDC Agenda Item Detail – 02-27-14 (*following*)
 - a1, a2, a3 - TIF 1, 2, 3 Maps
 - a4. TIF 4 Area Aerial Photos
 - a5. Sewer Expansion Map
 - a6. Co-Generation

General Information Materials Provided for Committee Review:

- M1. Elected-Appointed-Officials List
- M2. Executive Session Statute
- M3. SMDC January_2014_Newsletter
- M4. KACTS_Planning_Funds_Request
- M5. EDC Charge Update 1 - Feb 12
- M6. CP_ED_Plan_EDC_adopted_EXSUM_02-12-13_JC

KEDC AGENDA ITEM DETAIL – 02-27-14**Agenda 7a. Planning Board – Town Council – Other Workshop - Discussion****Agenda 7b. EDC website review / Town website interrelationship discussion/conclusions - Rep Assignment****Economic Development Website**

Summary: **The new Kittery Economic Development web site link is nearly ready to go on line.**

A dedicated, professional quality, website to display and promote economic development opportunities, activities, and requirements within the Town of Kittery has been prepared. Specifically, site page features, such as: Welcome, About Us, Business Resources, Business, Directory, Financing, Education, Getting Around, Economic and Town-site Links. Additional support may be externally supported within the Town's IT and telecommunications system upgrade implementation. Committee member review and comments to be discussed and final direction provided to the contractor.

Agenda 7c. Advisory Working Group activities discussion – Rep Assignment**Business Visitation Program**

Summary: **Work continues to involve business and property owners in economic development activities.**

The Kittery EDC created a Business Visitation Program in October 2011. The initial Program was done as a pilot with a smaller number of businesses. The goal was to reach out to the business community, obtain feedback on what it's like to do business in Kittery and uncover any critical issues. Since then the Committee has continued to work with local businesses on issues and opportunities.

Most notably EDC has been cooperating with the Town Planning Board, their advisory committees on Foreside and Route 1 Bypass and the other business district property and business owners on "destination marketing" and related Memorial and Sarah Long Bridge construction impact issues.

Creative Kittery

Summary: **A "Kittery Creative" group has been formed to promote economic development opportunities through creative and arts-related businesses and organizations to raise revenues.**

To follow-up on visitation meeting and ED Plan strategies, a meeting was co-hosted by the Town Planning Board and EDC on what is a "creative economy" and opportunities for Kittery. As a result a group met and supported the prior and new initiatives. Two issues immediately were support the location of micro-breweries in town as well as tax deductions for creative/cultural/art related not-for-profit corporations.

DPW-KPA Shore and Harbor Initiative

Summary: **Follow-up discussion with that group to consider common interests and prospective inter-related activities.**

SML – Bypass – Memorial Circle – Mall Road Traffic Connectivity

Summary: Determine the feasibility, plan and capital costs to convert the existing one way connection between US Route 1/State Road from Kittery’s Memorial Circle to the Kittery Mall Road/ Kittery Trading Post and Outlets and related US Route 1 Bypass connection.

This is due to the immediate planning and pending construction to start this spring/summer of transportation improvements around Memorial Circle. These improvements would be in conjunction with the US Route 1 Bridge over Route 236 and one-way State Road vehicular / pedestrian / bicycle and beautification (“complete streets”) streetscape improvements.

The concept is linked to accommodating the 20,000 vehicular trips a day around the outlets the long term connection with the new Sarah Mildred Bridge and achieving Kittery economic development by enabling visitors to the outlets greater direct access to Kittery Center Village, Kittery Foreside and the Bypass. This connection now is indirect, inefficient and confusing, causing a safety risk as well as economic loss and ultimately revenue to the Town and State. This would improve traffic flow and reduce vehicular safety hazards.

Agenda 8a. Tax Increment Financing District (TIF) status; funds update – Mylroie

On Nov 22, 2010, the Council designated the Municipal Development District #1 (Mixed Use), the Municipal Development District #2 (Route 1 Shopping Corridor), and Municipal Development District #3 (Business Park), as Municipal Development and Tax Increment Financing Districts and adopted the three Development Programs for the Districts. TIF 1-2-3 (Maps Attached)

Agenda 8b. TIF District 4 / Business Improvement District (BID) discussion – Rep Assignment

Summary: Explore whether the Town Council should adopt an ordinance enabling the creation of a TIF or Business Improvement District for Kittery Foreside/Kittery Crossing.

The purpose would be to enable the self-assessment of properties within the designated business area to help implement adopted Comprehensive Plan policies to improve the overall quality of the public health, safety and welfare of business districts by promoting business activity and economic development; especially in light of the pending Sarah Long Bridge re-construction, and foster more livable, walkable, sustainable and inclusive business and related use areas. TIF 4 (Area Aerial Photos Attached)

Agenda 8c. School Budget Volunteer-Mentor Coordinator Position discussion – Rep Assignment

Economic Development and Education

Summary: Discussions continue to support improved educational initiatives.

Alan Manoian, Executive Director of Economic Development Bridgton, and Harvey Rosenfeld, President and Executive Director of the Scarborough Economic Development Corporation stressed the importance of quality schools and educational programs to attract new business to a community. Superintendent Allyn Hutton indicated the schools need more support from the business community to provide after schools jobs and mentors for the student body. The Curriculum Initiative is an effective program to build on and the EDC is supportive of these efforts.

Agenda 8d. Economic Development Corporation discussion – Rep Assignment

Economic Development Corporation

Summary: Continue to explore feasibility of creating a not for profit 501(c)(3) Economic Development Corporation for the town in order to establish permanency and professional dedicated staffing for the function.

Agenda 8e. Foreside Crossing discussion – Rep Assignment

Summary: Mixed Use Development at Foreside Crossing (Walker Street and State Road). Consideration of this continues in terms of implementing Quality Improvement Plans for specific properties or areas. More work and consideration will continue.

Discussion continues toward achieving a possible mixed use development with retail shops, office and mixed priced housing by transforming the 7.3 acre site (Map 3 Block 145). External consulting assistance was obtained via the Southern Maine Planning and Development Commission. Plan recommendations for the site and surrounding area were made with property owner involvement and a public meeting held to obtain comments; mostly favorable. This project is anticipated to increase real estate tax revenue and improve the appearance of this entrance to Kittery Foreside / Kittery Foreside Crossing.

Agenda 8f. Public, Education, Government (PEG) TV discussion – Rep Assignment

Summary: PEG Committee to be established to address policies and Channel 22 operations.
Explore business use policies on programming, operational criteria, management of infrastructure and production facilities and the role of Channel 22.

Agenda 8g. Business Park and Kittery Energy Co-Generation Facility discussion – Rep Assignment

Summary: Sewer system expansion enables co-generation infrastructure consideration.
Explore prospects and feasibility for combined heat and power system for the town (Sewer Expansion Map – Revolution Energy Handout Attached)

Agenda 8h. Other Activities discussion

1. Membership and Organization

Summary: Organization needs more actively participating members.

2. Economic Development Plan for Now and Kittery 2020

Summary: EDC adopted ED Plan, Town Council action pending, Comprehensive Plan Update Committee agreed to incorporate the EDC plan goals in the CP update for 2020 and include the ED Plan in the Appendix.

The Comprehensive Plan Update Committee reviewed the ED Plan and:

1. Incorporated recommended goals.
2. Re-affirmed a 2002 Town Comprehensive Plan Town Policy in the “The Economy” chapter to continue to support the ongoing need and goals for economic development in Kittery.
3. Agreed to include the entire ED Plan in the Town Comprehensive Plan Appendix.

In CY 2014 the EDC plans to continue to participate with the Town Council, Town Planning Board, Comprehensive Plan Update Committee and others to recommend adoption and implementation of:

1. Updated Town Comprehensive Plan Policies and Implementation Strategies related to Kittery’s economic development.
2. Programs and projects in the Town’s Economic Development Plan for action and results now to the year 2020.

3. Naval / Maritime Museum

Summary: Discussions continue with the PNS officials to have on-site historic ship building artifacts transferred off-site if a suitable location, building and support staffing can be identified.

Establishment of an official US Navy maritime museum in the Town of Kittery is not possible now. However it is possible to continue to cooperate to have some artifacts located off site. Future re-use of the

Rice Public Library is a candidate depending on the library's future plans.

4. Economic Development Management

Summary: Funding staff and related work must be recognized and provided to continue to make progress on critical quality of place and asset value improvement projects.

Proactive initial staff marketing, advocacy and administration to implement the above described projects had been initiated. However, most of this has been accomplished through voluntary time. The Town must recognize the need to pay for services rendered and begin to fund this critical work.

Agenda 8i. FY 15 Budget Discussion - Mylroie

1st Draft Budget Request Summary – FY15

Item	Amount	Funding Source?
Signs – Kittery Welcome (3)	\$21,000	CIP
Signs – Business District Destination Signs (22)	\$6,600	Business Donors
Web Site Maintenance	\$3,000	Cable Funds
Naval / Maritime Museum Off-Site Exhibits	\$1,500	General Fund
Kittery Foreside Crossing Plan Preparation	\$5,000	TIF
Economic Development Corporation Registration	\$5,000	TIF
Economic Development Management	\$10,000	TIF
KACTS Route 1 Connection Feasibility	\$50,400	MDOT – Grant Match (\$2,400)
Sarah Long Bridge Closure Business Impact Mitigation/Support Marketing	\$10,000	MDOT Grant

TOWN OF KITTERY DESTINATION MARKETING SIGNS

Welcome to Historic Kittery Signs (\$7,000 each) – FY15* CIP – 3 – \$21,000

Route 1 at York Town line - installed

* Route 1 at I-95 Exit 2 northbound off-ramp – Gateway Maine Center area

* Route 236 at I-95 Exit 2 southbound off-ramp

* Route 236 southbound at Eliot Town line

Route 1 northbound at State Line/ Badgers Island

Route 103 at I-95 Exit 1 northbound off-ramp

Route 1 Bypass north of State and Town Line (with State of Maine welcome sign)

Business District Destination Signs (\$300 each) – FY15 – 22 – \$6,600

Kittery Foreside/ Badgers Island

Route 1 northbound / Town line

Kittery Foreside / Kittery Crossing

Route 1 / north of Seafood restaurant.

Route 1 / north of Government Street

Kittery Foreside

Route 103 / Whipple Road north of St Raphael

Route 236 / Shapleigh Road east of Whipple Road

Bridge Street / east of Route 1 Bypass

Route 1 / north of Bridge Street

Kittery Point Village

Route 103 / just south of post office area

Route 103 / just north of post office area

Haley Road / just west of Route 103 with arrow pointing to the right

Kittery Center Village

Route 236 / just west of Manson Avenue – installed

Route 103 / just south of Shapleigh Road

Route 236 / just east of Whipple Road

Kittery Center / Memorial Circle

Route 236 / west of Route 1 Bypass overpass

Route 1 / State Road south of MC crest of hill.

Kittery 236 Business Parkway

Route 236 / east of Eliot Town line and Welcome Historic Kittery sign.

Route 236 / west of I-95 southbound On Ramp

Kittery Route 1 Bypass (Gateway District)

Route 236 / west of I-95 Exit 2 off-ramp with arrow pointing to the right.

Route 1 Bypass / north of Sarah Mildred Long Bridge

Coastal 1 Kittery

Route 1 / south of Adams Drive

Wilson Road / west of Route 1

Route 1 / north of Haley Road

Landmark Hill

Route 1 northbound / east side at Estes wetland crossing

Future Business District Destination Signs:

Cutts Corner / Pine Tree Center (2)

Route 1 / north and south of Cutts Road 300'?

Lewis Farm

Route 1 / north and south of Lewis Farm – 300'?

Landmark Hill

Route 1 southbound / west side at York Town line

Kittery Foreside / Badgers Island

Route 1 / southbound end